

# Driving Outcomes, Not Abrasion: Omnichannel Provider Enablement Strategies

**Presented By:**

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# Speaker Introduction



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Moderator

**Melayna Gabiou**

VP Demand Generation  
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# Learning Objectives



Explore engagement strategies that empower provider groups and strengthen payer–provider partnerships.



Learn how to launch enablement workflows in weeks vs. months to support care gap closure and year-round program performance.



Discover omnichannel outreach that scales across diverse networks while reducing friction.



Discuss examples that improve outcomes, provider satisfaction, and operational efficiency.





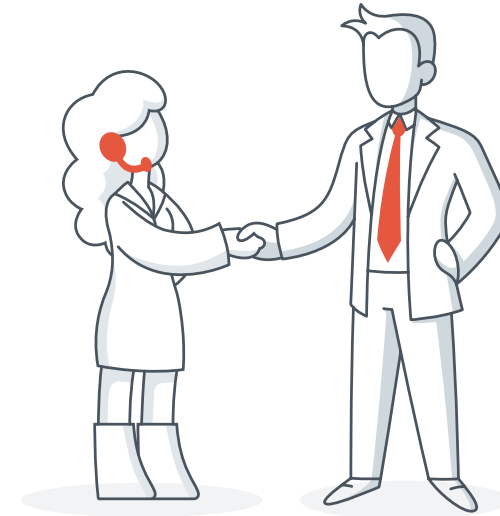
# What is Provider Engagement vs Enablement?

Engagement



Getting busy people activated to do what you want them to do, without abrasion.

Enablement



Once you successfully activate them, enabling them with solutions so they can efficiently do what we want them to do.



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## Polling Question

# What is your biggest provider engagement / enablement challenge today?

- Lack of clear, actionable gap lists for providers
- Difficulty engaging medium and small provider groups
- Clunky workflows and too many clicks
- Data quality and timeliness between payer and provider
- Competing priorities (Stars, HEDIS, contracts) for providers
- Other (please specify in comments)



# The Provider Engagement and Enablement Problem: 5 Challenges



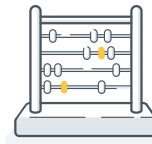
## Clarity gap

Often a lack understanding of the true status of gaps and clear next actions. Open? Closed? Claims?



## “Long tail” problem

Medium & small provider groups in total are just as important to your performance as large groups



## Workflow friction

Too many clicks; complex, unconnected experiences result in low or no engagement



## Data issues

Inconsistent, laggy data sharing undermines trust and the confidence for groups to take action



## Awareness complexity

Lots of spinning plates; Quality measures for multiple LOBs, Star cut points, Risk, multiple incentive programs, shifting CMS rules



# The Art + Science of Engagement & Enablement









# The Art + Science of Omnichannel Provider Group Outreach

## The Art

Empathetic design across all channels to emotionally connect and activate busy people to action

### Email

Templates designed with best-practices to stand out

### Web

Clean, uncluttered design that makes next-best actions apparent



## The Science

### Behavioral

Taking a narrative approach that makes it about them, not you

"Jab, jab, right hook" - use patience in building the relationship with channel-specific campaign planning

### Computer

User-centered design that delivers simple, elegant, seamless user experiences that create workflow efficiencies



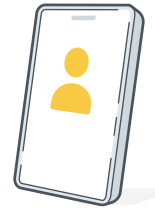
# The Art: Simple, Intuitive Experiences

"Things should be made simple as possible, and no simpler"



**Email** templates crafted with best practices:

- Always with a primary objective
- Clear call-action with action-oriented words, attention getting color choices
- Whitespace to reduce cognitive load
- Cadences – Sending on optimal days; frequency of sends to avoid email fatigue



Skillful **phone** outreach:

- Always supportive in tone
- Aware of current and upcoming messaging in your other ongoing channels (provider portal, newsletters, corporate website, socials, your network team)



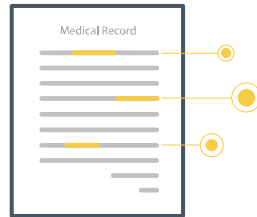
Web experience:

- Deliver digital experiences that reflect email design, avoid disconnected workflows that erode trust
- Use color and reductive design to make next-best-actions easy to understand, enable fewer clicks



# The Science: Delivering Seamless Workflows

Managing the prospective engagement lifecycle with tech that works together



Kick off the year-round multi-channel engagement campaign with a series of awareness messages, followed with launch and year-round "drip" messages driven by a campaign calendar.

Present the work to be done in digital experiences that flow and reduce friction. Use AI for specific use cases that reduce effort (Ex: 1st-level chart abstraction to help close gaps accurately at scale; SSO)

Make performance reporting available in gap management workflows to reduce task friction; "Easy" is an implicit non-monetary incentive that increases supplemental data submissions

Use analytics with KPIs to see who's doing what, while revealing improvement opportunities. Execute periodic surveys for structured feedback using satisfaction metrics (CSAT) to quantify relationship status and continuously improve; repeat!



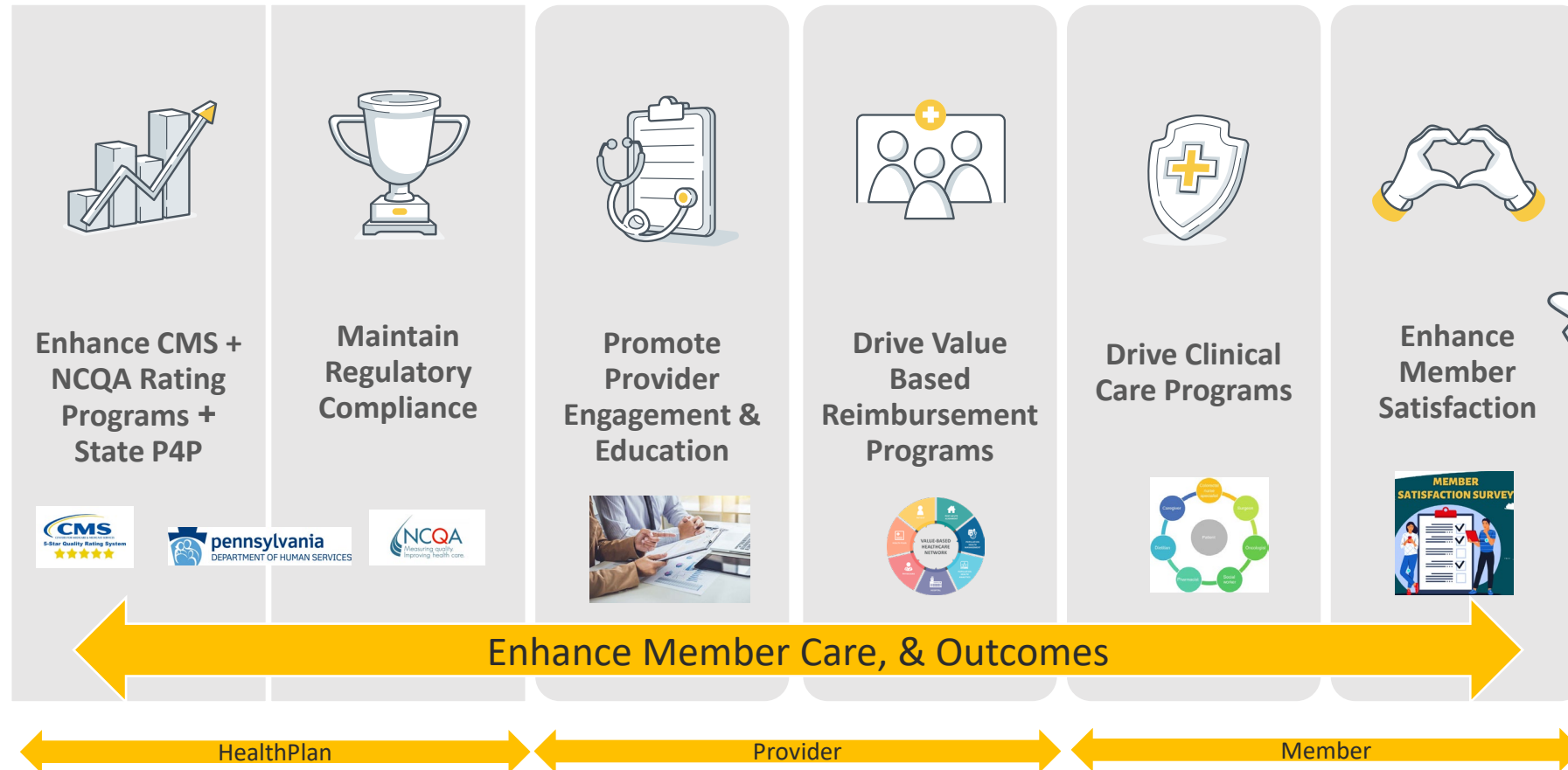
### Polling Question

# Which best describes your current omnichannel outreach to providers?

- Coordinated across call center, email, portal, and notifications
- Some channels are aligned, but not fully coordinated
- Mostly single-channel (e.g., email or spreadsheets only)
- We're still defining our outreach strategy



# UPMC Impact and Success



Provider enablement that drives outcomes, not abrasion.



# Year-Round Prospective Program Management

## Care Gap Manager

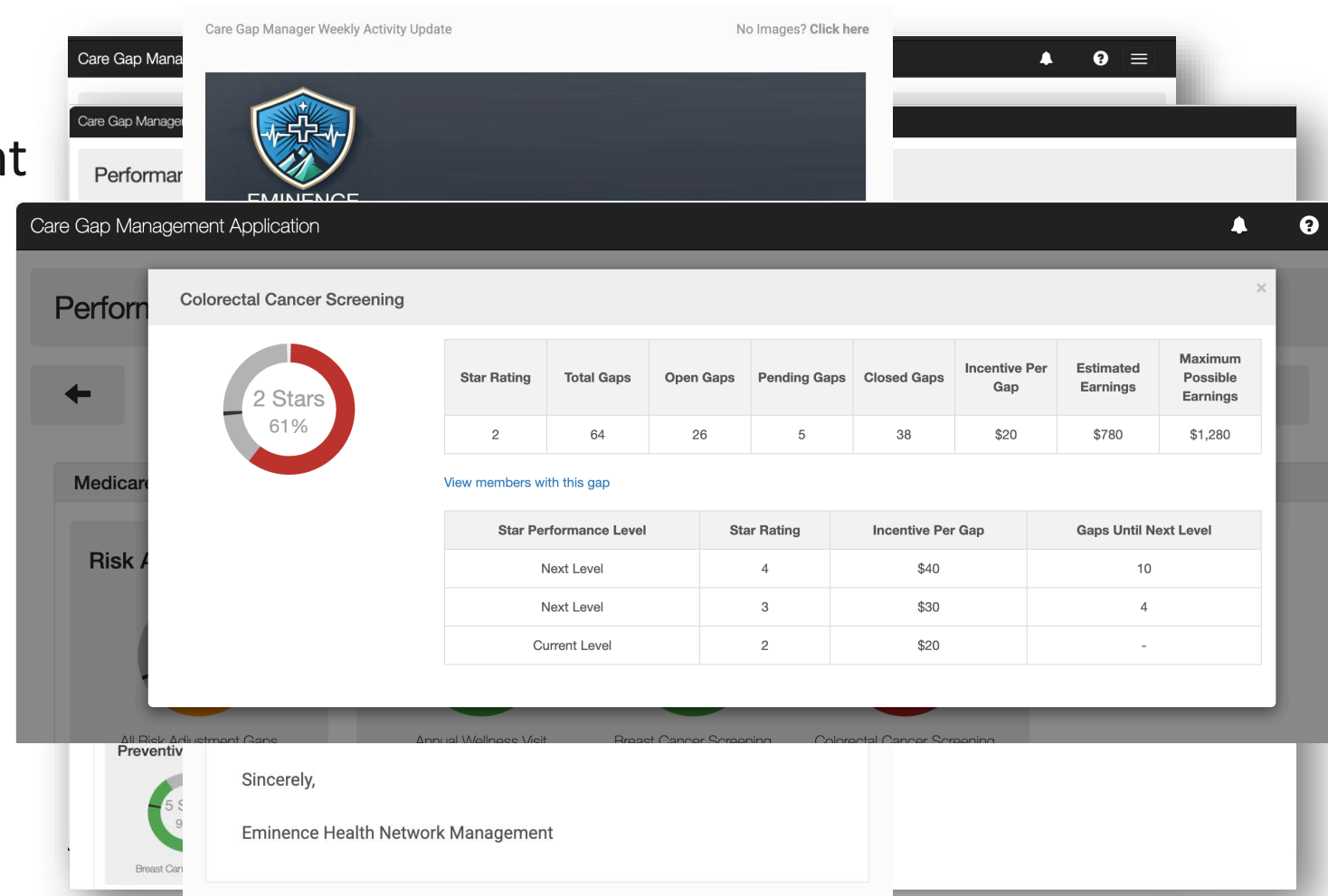
Provider engagement and enablement that drives outcomes, not abrasion.



**Omni-channel communications** activate provider groups to take action



**Year-round actionable gap and performance display** in an elegant user experience helps avoid end-of-year rush by keeping groups consistently activated while building trust and stronger relationships





# Meeting Provider Groups Where They Are



Large groups tend to be more sophisticated in the tech and process workflows.



The "long tail" of medium and small groups are just as important in total as the larger groups, but their tech and workflows may lag those of large groups, while often facing significant staffing capacity challenges.



Regardless of size, they all need and want to be informed partners in patient care.



You need to give them the right engagement and enablement mix that meets each where they are in their technical and process maturity.





# Q&A



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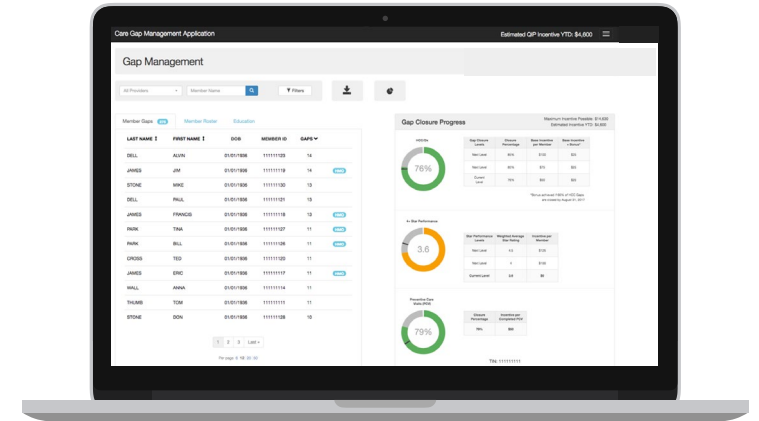
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# See why provider groups us!

- Boost provider network engagement by 40% with supplemental data submissions
- Plans are up to 77% more efficient in chart reviews
- Achieve up to 10X ROI through additional revenue capture



 **Learn more: [reveleer.com/enablement](https://reveleer.com/enablement)** 



THANK YOU



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